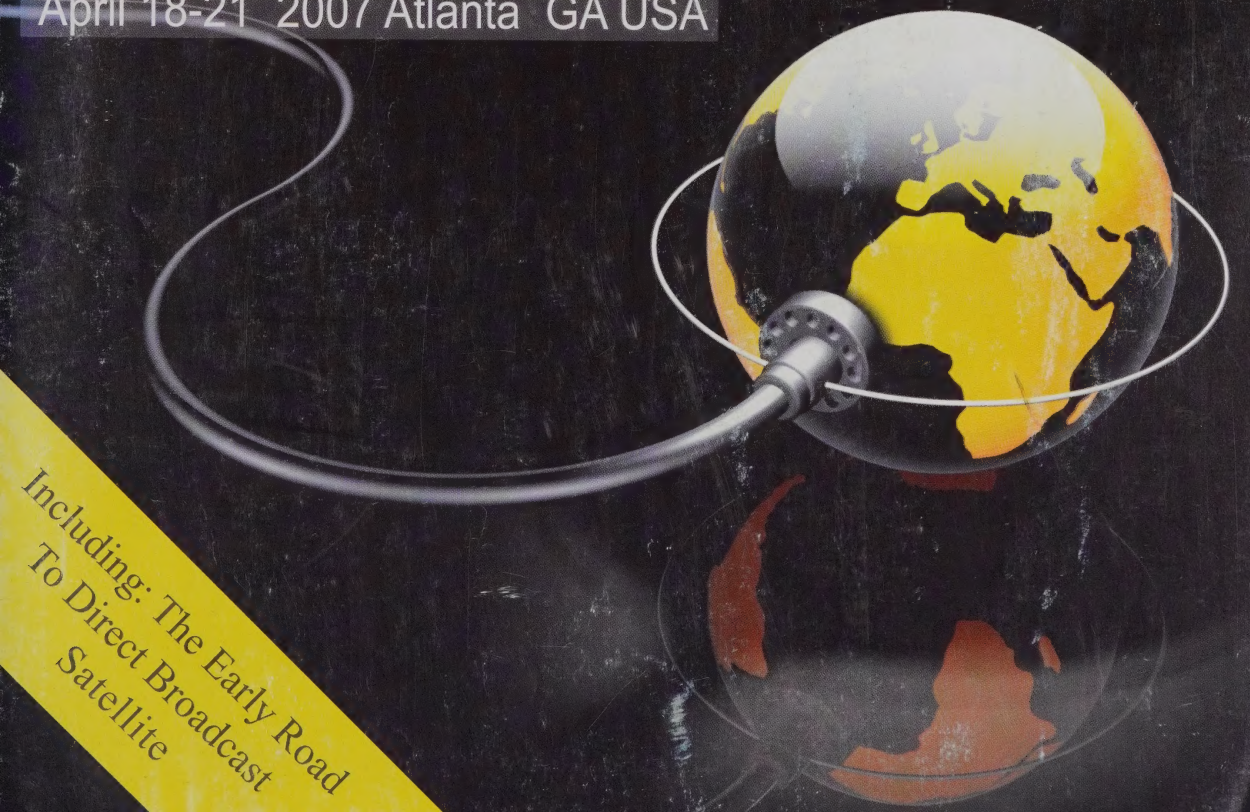
SATELLITE & BROADBAND EXPO

SBE 2007 Attendee Guidebook

April 18-21 2007 Atlanta GA USA



Including: The Early Road To Direct Broadcast Satellite

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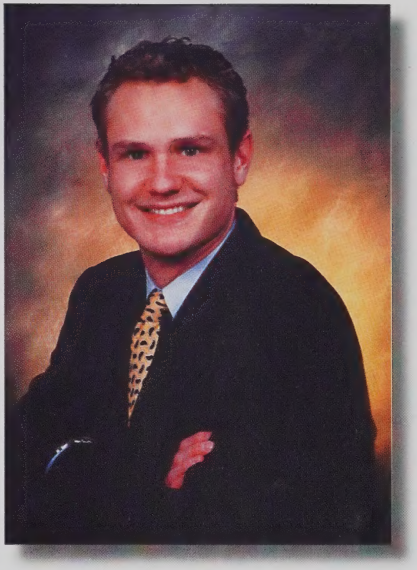
Welcome to Satellite & Broadband Expo 2007. Since the beginnings of this show in 2005, we have dedicated ourselves to bringing you the best exhibitors and training in the satellite industry. With the growing technological advances within the industry and the increasingly blurred lines between where one product or service ends and another begins, we have broadened the scope of our show to involve more new technologies for our attendees to experience.



If this is your first time with us, let me be the first to welcome you to our second year in Atlanta. We hope you can find everything you need at this facility to make your trade show experience the most effective experience yet. Please do not hesitate to greet our staff with any and all issues you might have. We will do our best to accommodate every need. For those of you returning for a second or third year with us, we hope you like the changes we have made in our hopes of broadening the security of your business futures in the satellite and broadband industries.

Whether it is your first visit or we are old friends, we truly appreciate your time here with us. We could not press on into the future without your tremendous support. Thank you once again for continuing to help us bring you the best training and exhibiting companies in the business. You have made us what we are today, and we know we could not have done it without you. We hope you will take advantage of and enjoy all of the skills for the future as well as the stories from the past.

Lee Gilliland
Show Director

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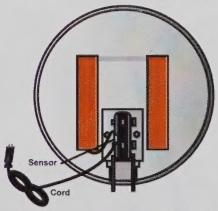

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Training Schedule

Wednesday, April 18th

8:00 – 10:00

WildBlue Sales Seminar

If you are considering a moneymaking opportunity in the VSAT market, look no further than WildBlue. With the launch of the new WildBlue satellite, new sales opportunities are available. This is your chance to hear all that Wildblue can offer to increase the bottom line of your business.

Diversify Or Die

Year after year, J.R. Stallings' presentation of Diversify Or Die has been the best-attended seminar. J.R. has the reputation of being a straight shooter and explaining things in a way that everyone can grasp the message he is trying to deliver. That message is: to be successful your company has to diversify into other products and services you can offer your customer base. J.R. explains all the ins and outs of diversification in this "can't miss" seminar.

Everything About Free To Air

Contrary to what some platform providers would have you believe, Free To Air (FTA) satellite isn't designed for signal theft and piracy. FTA has tons of free programming available without any type of subscription. From news to religion, sports to music and everything in between, all can be viewed with a Free To Air System. Let the experts from DMS International explain both the capabilities of FTA as well as the profitability in this 2-hour seminar.

Advertise Like The Pros

In this 2-hour seminar you will get tips from the pros when it comes to web site and direct mail marketing. Listen as two experts in their respective fields tell you the advantages of their marketing plans. If you have been struggling to put together some type of marketing for your company that will work, no one knows more about marketing satellite on the web and through the mail than the folks hosting this seminar.

Intro To Fiber Optics

Fiber Optics is no longer the way things will be wired in the future, the future is now, fiber optics are the present. Now, more and more homes are being wired with fiber, which is now the ultimate wiring solution. Those companies scared of fiber will reach a point of not being the chosen contractor while the companies with fiber knowledge get more work. Few companies know more about fiber than Foxcom, and Foxcom is holding an intro to fiber optics session to introduce you to this wiring alternative.

Wireless ISP Basics

The first session in the daylong series presented by Wireless Interactive covers WISP basics including: Wireless Terminology; Propagation; Antenna Principles (Antenna Types, Gain, Directivity, Beamwidth, and Polarization); Network Architectures; and Modulation Types.

How To Make Money Offering Color Display Calibrations

Learn how many installer professionals make additional income from $5K to over $100K per year calibrating the TV's that they are installing. Course goes over the concept of color calibration, who needs it and why, how to sell it, and what tools are required to properly complete the job.

Transmitter
The Satellite Industry's News Leader

These Cards are Good

This Card is Better!

Now Available in Booth #635

Wednesday, April 18th 10:15 – 12:15

Collecting What You Earn

The satellite industry keeps proving it is not the easiest profession in the world at which to make a living. Even worse is doing the work only to get stiffed on your money. The well-known collection firm of Howell and Associates will have a representative on hand to conduct the seminar "Collecting What You Earn." Let the experts tell you how to collect every cent you are owed. Amounts large or small can be collected fairly easily when you listen to those that deal with this business every day.

IPTV Basics

More and more consumers are utilizing their Internet connection to deliver video content to their home entertainment systems. Don't get left behind. The IPTV seminar will clue you in on the basics when it comes to IPTV delivery. The seminar will be delivered by a representative from Interactive Television Networks, one of the leaders in IPTV delivery.

Advanced WISP Principles—Part 1

Another wireless Internet service provider seminar by Wireless Interactive. This session covers Bandwidth versus Throughput; Wireless line-of-sight; Wireless math (working with decibels, performing frequency conversions); Signal-to-noise-ratio; Basic wireless equipment types; and proper selection of frequency and/or band.

VSAT Emergency 1st Responder

Greg Heifner of Orbital Data Net will discuss the application of different types of satellite technology and their uses in Emergency Management. Greg will discuss his recent construction of the Emergency Satellite Network now used by the State of Louisiana, as well as other situations where they have made use of satellite communications for public safety. With an emphasis on teaming with professional satellite technicians, Orbital Data Net has formed NEST, the Network of Emergency Satellite Technicians, to provide rapid response to emergency situations nation-wide. The first hour will be presentation, with the last hour to be questions and answers.

Wednesday, April 18th 1:15 – 3:15

Diversify On A Budget

Rick Collier will show you in a few short minutes why the need to diversify isn't an option but a necessity if you wish to continue in the satellite business. In addition to having one of the best reputations in the satellite industry, Rick's company, ESG-Sats is the only company entrusted with making the connections for the SBE show. If you have never had the opportunity to hear Rick speak on industry diversify, you are in for a fantastic treat.

Whole House Audio/Video Distribution

If you ever run into the job that demands the HD off-air antenna be fed into the TV in the den, master bedroom and kitchen while feeding the intercom into the game room and living room but not the master bedroom… you need this seminar. J.R. Stallings explores the correct way to turn any home from a wiring nightmare into a technicians dream.

Advanced Spectrum Analyzer Tips And Techniques

How many jobs have you missed because you either did not have the proper test equipment or honestly did not know all the tricks to using the test equipment that you do have? We have heard time and time again from techs that they know nothing about operating a Spec A even though they may own one. The experts from Applied Instruments are taking the time to give you some tips and techniques that are used everyday by some of the best techs in the industry.

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Wednesday 1:15 - 3:15 Cont.

Employee Or Contractor?

It seems more and more companies are trying to classify employees as contractors to avoid tax and employment liabilities. We are finding hundreds of technicians that are classified incorrectly. Paychex International, the payroll experts will show you what defines each employment class.

OTARD Made Simple

At one time or the other, any technician doing residential installations has had a run-in with a home owner association, town ordinance or other restriction placed upon the location of the dish. Officials with the SBCA well versed in Over The Air Reception Devices will be on hand during this seminar to explain the rules and answer your questions.

Advanced WISP Principles

Wireless Interactive gets into the meat of WISP installations with the second part of Advanced WISP Principles. This session will cover the advanced topics you will need to know to move from "Beginner" to "Professional" status. The topics include Free-Space path loss; Link budget and reliability; Noise-reduction techniques; Sectorization; and Wireless site surveys.

How To Sell Server Based AV Systems

The video jukebox is a new profit center just being introduced at SBE 2007. Commercial sales and installation of the new video jukebox at a variety of locations is just the beginning. After viewing the program, you will walk away excited and wondering why no one came up with this idea until now. If you need to supplement your profit margin, this might be one product you would want to learn more about.

Wednesday, April 18th
3:30 – 5:30

HR Resources For Small Business

Every company has requirements for an Human Resources department, however small retailers have to undertake the task themselves in most instances. Paychex International will explain the proper way to set up your own HR department no matter what size company you operate. Paychex International are the nationwide experts in all matters related to payroll.

Retro Wiring Techniques

The purpose of this workshop is to demonstrate the techniques and tools to use when running wire in existing construction. Topics such as planning a wire run, dealing with obstructions, creative approaches to problem solving, and pulling wire are some of the situations that will be covered. Attendees at this program will leave with a working knowledge of the use and applications of the Fiberfish, the Magna Fish and associated tools such as drill bits, fish tapes and under carpet tapes.The seminar will be interactive, and audience participation will be encouraged.

Profitable WISP Business Practices

The final segment in setting up a WISP, hosted by Wireless Interactive. This session helps you apply your wireless knowledge to the operation of a successful WISP business. Topics include Markets, pricing, overselling ratio, monitoring, security, professional installation techniques, and how to sell and provision additional services.

Server Based Jukebox (AVED) Installation Training

Learn how to install and service the Server based Jukebox (AVED).

Thursday, April 19th
1:15 – 3:15

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WHERE'S THE DIRECTV BOX?

On the inside.

Get to know the HUMAX LD2060. The first LCD TV with a fully integrated DIRECTV® Receiver.

No box. No hassles. This was the simple premise behind the innovative LCD television from HUMAX. Now you can give your customers everything they want–such as mounted TVs in their bar or restaurant–but without any of the unwanted clutter associated with multiple set top boxes. Simple, clean, and, and at long last, available.

DIRECTV

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Thursday 1:15 - 3:15 Cont.

of satellite communications for public safety. With an emphasis on teaming with professional satellite technicians, Orbital Data Net has formed NEST, the Network of Emergency Satellite Technicians, to provide rapid response to emergency situations nation-wide. The first hour will be presentation, with the last hour to be questions and answers.

The Money In Being A WISP—Part 1

The Internet experts from Nutel Broadband will explain the business structure of their WISP business model and the profit that is waiting for those with an interest in building their business by adding wireless high speed internet services to the list of services offered.

Saturday, April 21st 8:00 – 10:00

Structured Wiring

The structured wiring seminar, taught by J.R. Stallings has been conducted all over the United States and attended by hundreds of retailers and technicians. This is one of the best residential telephone and structured wiring courses ever presented. We hear rave reviews about this seminar every time J.R. has conducted it at SBE.

Everything About Free To Air

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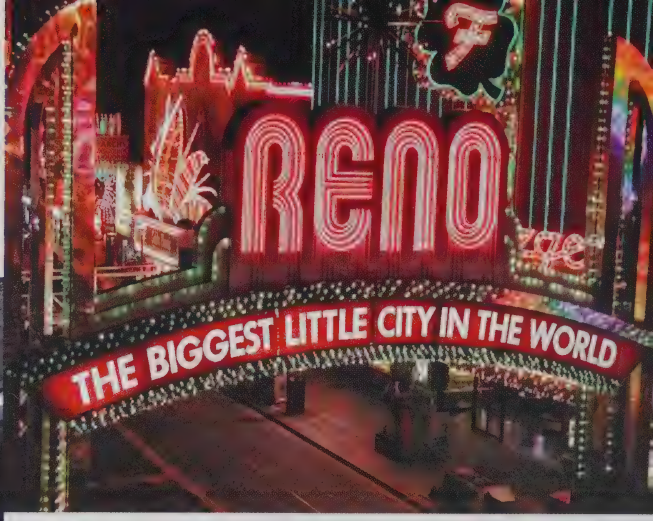
SATELLITE & BROADBAND EXPO

SBE 2007 WEST



October 10-13, 2007
Reno Sparks Convention Center
Reno, NV

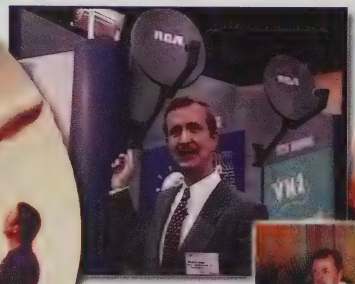
The **SBE West** show will be like the East coast show in the fact our attendees, the retailers and technicians will always be our guests of honor. Exhibitors come from around the world to present their products directly to those with the decision making power.

SBE 2007 West is not a show of employees and trainees, SBE 2007 West is a show for owners, independent contractors, some of the most skilled technicians in the communications industry. We welcome everyone to SBE 2007 West, we also welcome you to the future of the satellite and broadband industry.

Please visit **www.sbeshow.com** for details about registering for SBE 2007 WEST, training, after hour's events, etc.

We've been here since the beginning!

Shelburne Films has been producing training and promotional films for the industry since the days it was necessary to explain what Satellite TV was all about!



Our training videos, with Mark Long, have educated a generation of technicians and satellite dish installers. Now, it's all NEW again!

Shelburne Films and Mark Long are in the process of revising and updating our training videos and will soon release three interactive DVDs to train the NEXT generation of satellite technicians.

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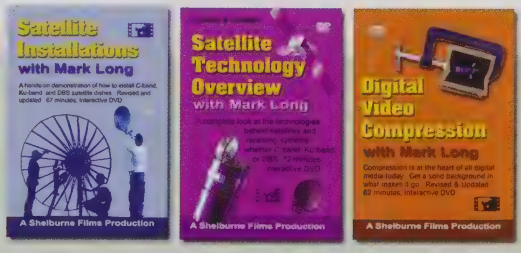

Shelburne Films, PO Box 6, Reedsville, Ohio 45772 - 740-378-6297 - info@shelburnefilms.com

SBE 2007 Certification Classes

Fiber Optic Fusion Splicing
Thursday, April 19th
12PM-5PM

SBCA Residential Certification
Wednesday, April 18th
9AM-5PM

Certificación residencial de SBCA (ESP)
Wednesday, April 18th
9AM-5PM

SBCA Commercial Certification
Thursday & Friday, April 19 & 20
9AM-5PM

SBCA Level 4 Technician Certification
Thursday & Friday, April 19 & 20
9AM-5PM

SBCA Level 4 Designer Certification
Saturday, April 21st
9AM-5PM

WildBlue Technician Certification
Wednesday-Saturday, April 18-21
8AM-5PM

Advanced GVF Certification

GVF Advanced and GVF-iDirect Remote Terminal Installation Certification

Consumer/SOHO SkyEdge NOVA Installation and Certification Training

Don't Miss

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in

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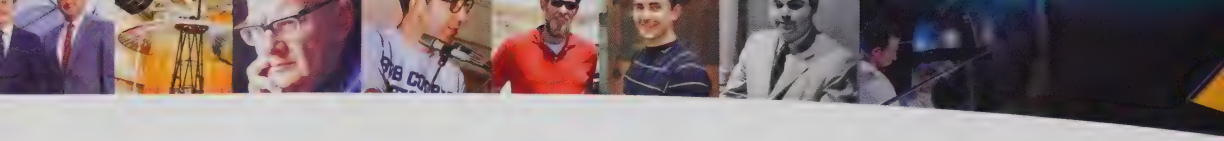
April 2nd-5th

Come see what exciting surprises we have planned for you!



The Early Road to Direct Broadcast Satellite

By Robert B. Taggart

Nearly 50 years ago on a clear October night, Bob and Marge Taggart piled their three kids, Bob Jr., Sue and Barbara, into the family car and drove to the nearby Aurora Country Club. Many other Aurora, Illinois, residents had the same idea and over 100 people were standing near the first tee staring into the heavens away from the city lights. Soon we saw a blinking light in the western sky moving slowly eastward through the stars until it disappeared behind the trees. We waited another hour with a mixture of amazement and fear until the man's first artificial satellite returned. We watched again. At age 14, I was familiar with the emergency drills at school in preparation for nuclear attack. It was a scary night for me and one that changed the world.

In the fall of 1960 Senator John F. Kennedy campaigned in Aurora and we all gathered near the steps of city hall to hear him speak. His vitality and youth inspired us as never before.

On May 25, 1961, President Kennedy challenged the nation in his "Our Urgent Tasks" speech with the goal of landing a man on the moon by the end of the decade and tying the space program and the development of communications satellites together thereby "accelerating the use of space satellites for worldwide communications." (1)

On August 31, 1962, President Kennedy signed into law the Communications Satellite Act of 1962. The Act's purpose clearly states that:

"It is the policy of the United States to establish in conjunction and in cooperation with other countries, as expeditiously as practicable a commercial communications satellite system, as part of an improved global communications network, which will be responsive to public needs and objectives, which will serve the communications needs of the United States and other countries and which will contribute to world peace and understanding."

Intelsat was formed in 1964 and following the success of Syncom II in 1974, developed by the team of Dr. Harold Rosen, Early Bird 1 (renamed Intelsat 1) was launched on April 6, 1965. (1)

The Intelsat earth stations were 100 feet in diameter and cost over $500,000. However, Professor Bruce B. Lusignan at Stanford University was imagining a new system using very high powered satellites and thousands of small low cost earth stations to bring education and information directly to schools and community centers in developing nations. His idea was to use television as an educational tool and uplift developing nations using satellite technology.
In 1967 Professor Lusignan, working with a group of 37 graduate students, developed a satellite television system for developing nations that would bring them into the modern world. Satellites offered the unique capability of broadcasting information, education and entertainment to millions of people in remote areas without needing the traditional communications infrastructure. In June 1967 the ASCEND Report (2) was published. ASCEND stood for Advanced System for Communications and Education in National Development.

In 1968, NASA and Stanford selected two graduate students, Bob Taggart and James M. Janky to develop the low cost earth stations. Janky had been a team leader in the ASCEND project. To make the ASCEND system feasible required a very high powered satellite and very inexpensive earth stations. NASA was formulating plans for a high powered experimental satellite as part of the Application Technology Satellite (ATS) program. Taggart and Janky were to develop the earth stations that not only worked but were producible in quantities of 500,000 for less than $200. At the time satellites had low power requiring very large and expensive earth stations.

Janky and Taggart presented their design (3) in June 1970 at IEEE meeting called International Communications Conference '70 (ICC'70). Their earth station included a seven foot diameter antenna made from ten aluminum or steel petals that could be manufactured for under $30. All electronics including the receiver were located in a die-cast housing located at the focal point of the antenna. The factory cost was estimated at $170. A single coaxial cable from the receiver connected directly to the television. Many people laughed, believing it was impractical. Al Horley decided to prove them wrong.

In 1971, Dr. Albert L. Horley, Assistant Secretary of Health, Education and Welfare under the Nixon Administration, working with NASA and with the Federation of Rocky Mountain States, spearheaded the implementation of educational satellite television on the ATS-6 satellite. Horley had been a team leader in the ASCEND project at Stanford in 1967. This system was composed of 120 seven and ten foot earth stations located at schools in the Rocky Mountain states, Appalachian areas and Alaska. The frequency was S-Band (2.63 GHz). Jim Janky managed the acquisition and installation of the small earth stations.

CHAPARRAL COMMUNICATIONS

Watch "Satellite Industry Pioneers", a nine minute movie, on the Chaparral Communications web site: www.chaparral.com.

The ATS-6 satellite was launched on May 30, 1974, into synchronous orbit at 94.4 degrees west longitude. NASA said, "ATS-6 was the first direct broadcast satellite (4)." Janky and Taggart installed one of the ASCEND seven foot antennas in Denver, Colorado, and received satellite TV in June 1974. Another seven foot ASCEND antenna was installed later in 1974 at a rural school in Roundup, Montana.

The ATS-6 satellite was located over the U.S. from May 30, 1974, until May 20, 1975, when it was moved to 35 degrees east longitude. There it would be used to support the Indian Government's year-long SITE program, transmitting educational television to about 2400 schools across India. The frequency was 860 MHz. It was at this time in late1975 that Steve Birkill, a BBC transmitter manager, built his own satellite dish and receiver, and received satellite television from ATS-6 at his home in England. Birkill pioneered the home satellite television business in the U.K and Europe.

The most significant accomplishment of the ATS-6 mission was demonstrating the practicality of broadcasting satellite television to small, simple and expensive ground stations. In November 1975, Richard B. Marsten, NASA's Director of Research and Development, was commenting on the success of ATS-6, and said, "High power satellite services incorporating small, simple inexpensive ground terminals may be the next major change in characterizing domestic satellite communication systems." (5)

Although the success of ATS-6 proved that direct broadcast satellite TV would work, something else was needed to make it a product that people would buy. That "something else" was cable television programming, which started with the "Open Skies" decision.

The FCC issued its landmark "Open Skies" decision in June of 1972. This paved the way for the introduction of domestic satellite systems. Eight companies applied for domestic satellite services including: COMSAT, Fairchild, GTE, Hughes, RCA Globecom and Western Union. (1)

The United States' first domestic satellite was Western Union's WESTAR I, launched on April 13, 1974, and then SATCOM F-1, in December 1975. This led to the HBO broadcast of the "Thrilla in Manila" on September 30, 1975, on WESTAR I, and to Ted Turner's launch of Superstation WTCG(later named WTBS) on SATCOM F-1 on December 17, 1976. (1)

Scientific Atlanta had introduced a 10 meter dish that made it affordable for cable systems to receive satellite programs (before that a 30 meter dish was needed).

Being able to receive cable programs on smaller diameter dishes started the C-band home satellite business. Although 10 meter dishes were not consumer friendly, innovators like Taylor Howard, Bob Cooper and others, were soon trying smaller dishes, inventing simpler electronics and teaching others how to do it.

Now there were interesting programs to see on satellite and we all wanted to watch them!

Robert B. Taggart is the CEO and founder of Chaparral Communications located in San Jose, California. He received a BSME and MSME from Northwestern University in 1967 and 1968, respectively, and a Degree of Engineer from Stanford University in 1970. Taggart serves on the advisory boards for Stanford University's Department of Mechanical Engineering and Northwestern University's School of Engineering and Department of Biomedical Engineering. Bob and his wife, Donna, live in the San Francisco Bay area.

From Left to Right:

1. Professor Bruce B. Lusignan, 1967
2. Jim Janky, 1970
3. Bob Taggart, 1970
4. Seven Foot Antenna and Receiver at Stanford, 1970
5. The ATS-6 Satellite, 1974
6. Receiving TV from ATS-6 in June 1974, Bob Taggart in Denver, Colorado

References:
1. Virgil S. Labrador and Peter J. Grace, Helvoria Fill with Commerce, A Brief History of the Communications Satellite Industry, 2005.
2. Stanford University, School of Engineering, Advanced System for Communications and Education in National Development, June 1967 (Hewmeller called ASCEND Report)
3. James M. Janky, Robert B. Taggart, Jr., Bruce B. Lusignan, "Low Cost Receivers for Use in International Broadcasting Via Satellite," a paper presented at the International Conference on Communications, IEEE, on June 16-18, 1975 in San Francisco.
4. NASA web site QUICK LOOK: ATS-6, http://nssdc.gsfc.nasa.gov/database/QuickLook/ats6QL.html
5. "ATS-6, Applications Technology Satellite-6, IEEE Transactions on Aerospace and Electronic Systems, November 1971, Volume AES-11, Number 6, pages 980-1001

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Kick-Off Party

Wednesday, April 18th
8:00 PM
Atlanta Airport
Hilton Hotel

sponsored by

PERFECT 10
SATELLITE DISTRIBUTING

Enjoy plenty of fun, beverages and networking.

Welcome Breakfast

Thursday, April 19th
9:00 PM
GICC Grand Ballroom

sponsored by

DMS International

Satellite & Broadband Expo is pleased to have DMS International as the sponsor of the 2007 Welcome Breakfast. The down home Southern breakfast served at SBE has become one of the events our attendees always tell us they enjoy the most.

A hearty, hot breakfast is the best way we know to lead up to the opening of the Expo floor. The wonderful buffet style breakfast is followed by the official welcoming by JEM Communications as well as the keynote speech delivered by a very exciting speaker, Ron Bruce.

This is another don't miss, free event included with your admission to SBE 2007, compliments of our friends at DMS International.

Dealer Appreciation Party

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AUDIO INSTALLERS, INC. was founded by Mike Roncke in 1979 as a car stereo installation and sales company. Mike expanded into satellite installation in 1982 forming what is now AI SATELLITE. AI SATELLITE has grown into a sales, installation and manufacturing facility of satellite parts and equipment developed by Mike. For further information about available AI SATELLITE parts visit our website at www.AISATELLITE.com. Contact Mike at (815) 969-7500, fax us at (815) 969-7533 or email Mike at Roncke@yahoo.com

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Satvision is a leading manufacturer of a series of CATV signal level meter, return path test equipment, spectrum QAM analyzer and digital satellite finder.

Satellite Broadcasting and Communications Association
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SBCA helps to protect the satellite industry's interests in the regulatory arena by working with its member companies to represent the industry's views on important issues that come before State and local policymakers. SBCA works to protect satellite providers, distributors, retailers, technicians, and consumers alike from attempts at the State and local levels to introduce onerous or burdensome rules in areas including: licensing, permitting, tax, zoning and covenants. By utilizing a united industry voice, SBCA will continue to be an effective tool for educating State and local regulatory agencies on the industry's concerns about policies that affect the businesses and customers of satellite-delivered communications services.

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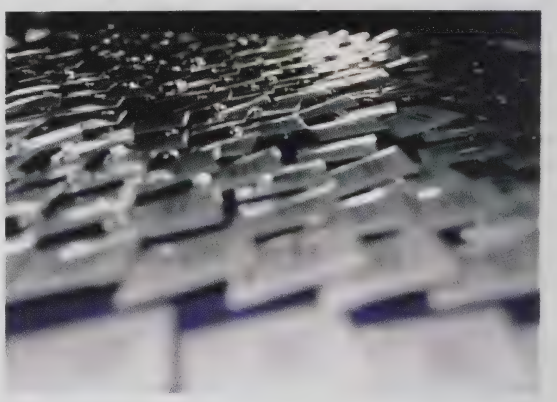

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Spaun/USA is a world leading manufacturer of satellite distribution equipment for most DBS protocols. Spaun products give the user the advantages of innovative product design, competitive price-to-performance ration, easy installation and attractive design. Our

products include multiswitches for DirecTV, Dish Network and Voom, the Multi-Sat Cascadable system for commercial or MDU installations, amplifiers, a satellite meter and much more. Currently, Spaun/USA is one of the only manufacturers who have a High Definition 12 and 16 way multiswitch for DirecTV and Dish Network.
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www.standoffstudios.com
StandOff Studios is a production company specializing in high definition video. We are a company on the cutting edge of HD video production, sound mixing and editing and video editing. At our studio we have HD editing suites, sound suites and the latest in HD camera equipment. Our greatest asset is our flexibility; we have produced or are currently producing national commercial spots, feature films, episodic television series, both reality and narrative, as well as animation and the latest in digital personal media. Here at Standoff, we pride ourselves on our ability to take a product from conception to completion, delivering the absolute finest in motion media available today.

Star Satellite Products, Inc.
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800-673-7827
www.starsatelliteproducts.com
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Training Reels
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Trost Consulting
6532 E. 71st St.
Tulsa, OK 74133
866-492-7820
www.trostconsulting.com
Trost Consulting is a full-service advertising agency that specializes in the satellite industry. With our nationwide sales territory, we are able to provide services for all satellite dealers from small "Sub 50" dealers to "Top 10". Trost Consulting provides Consistent, Reliable Results because we understand the satellite industry & effective marketing tactics. Our à la carte solutions allow the dealer to mix and match our services that best fit their needs. Services: Direct Mail, TV Production & Media Buy, Referral Program, "Live Operator" Sales Kiosk, and Inbound 24/7/365 Call Center.

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